Like the young dentist in his twenties who died suddenly from a massive brain tumor, leaving his dependents no insurance and a heavily mortgaged practice?

Can you financially withstand a crippling injury?
Like the dentist in his forties who was involved in an automobile accident and sustained a severe back injury. His chances for returning to practice on a full-time basis are poor.

Is your family able to carry on if you become ill?
Like the family of four whose husband and father had an acute coronary while still in his thirties and who was bedridden for several months. His wife couldn't work because of young children and he was heavily in debt.

You *can* be prepared—by a contribution to The ADA Relief Fund.
The ADA Relief Fund helps *dentists*—and their families—help themselves in the event of sudden, financially destructive emergencies.

Help yourself . . . and an unfortunate colleague today. Send your contribution to:

The ADA Relief Fund
211 East Chicago Avenue
Chicago, Illinois 60611

Are you prepared?

Don't let your patient leave with sore, painful gums

Use and recommend PAIN-A-LAY for extra-fast, extra-long relief

More and more dentists are recognizing the remarkable efficacy of the pain relieving antiseptic anodyne called PAIN-A-LAY.

PAIN-A-LAY quickly, effectively alleviates the pain of sore swollen gums due to denture irritation, tooth extraction and other temporary and externally-caused conditions.

Use PAIN-A-LAY so that your patient can leave your office in comfort... and confidence. Recommend PAIN-A-LAY for use at home, too.

Indications: For the relief of soreness caused by dentures after tooth extractions or for any temporary oral condition that causes pain.

Contraindications: None.

Precautions: Not to be swallowed.

Dosage: To be used several times a day as a rinse for denture irritations, or held in the mouth as long as possible after tooth extractions.

FOR SAMPLES, SEND THIS COUPON TO:
Dept. A, The Giessner Co., Inc., Subsidiary of Denver Chemical Mfg. Co., Stamford, Conn. 06904

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

SUBJECT INDEX TO

DENTAL MANAGEMENT

JANUARY THROUGH DECEMBER 1969

ACCOUNTING
Switch to Double Entry Books? Jan., p. 85
Green Light for Your Car Deductions, Feb., p. 65

ASSISTANTS
Dear Juli I: Are You Cut Out To Be a Dental Assistant? Mar., p. 36
I Protest: To Get Good Help, Pay Good Money, Mar., p. 50
Dear Juli II: Patient Pleasers That Work, Apr., p. 65
Do Your Vacations Cost Too Much? May, p. 25
Dear Juli III: Keeping Up With the Times, May, p. 63
Rx for The Lazy Dentist: A Hard-Working Appointment Book, Jun., p. 28
Dear Juli IV: The Supply Sergeant Is You, Jun., p. 41
Dear Juli V: You and Your Doctor-Boss, Jul., p. 47
A Little Help for a Little While, Jul., p. 61
Dear Juli VI: How To Tame the Telephone, Aug., p. 45
Dear Juli VII: How To Beat the Clock, Sep., p. 73
Dear Juli VIII: An Appointment Book That Does, Oct., p. 49
Dear Juli IX: Your Friendly Appointment Book, Nov., p. 65
I Protest: The Case Against More Delegation, Nov., p. 77
Dear Juli X: Is There a Record in the House? Dec., p. 59

AUTOMOBILES
For a Hot Start on a Cold Morning, Dec., p. 43

BANKS
Moments of Truth in Lending, Sep., p. 31

BUSINESS VENTURES
Tax-Sheltering Your Income: Cattle, May, p. 32
Tax-Sheltering Your Income: Oil, Jun., p. 51
Tax-Sheltering Your Income: Citrus Groves, Sep., p. 53

COLLECTIONS
Solutions to Your Toughest Collection Problems, Jan., p. 26
Switch to Double Entry Books? Jan., p. 85
The Advice Givers: Your Collection Agent, Jul., p. 19
Your Collection Policy: How Hard to Hammer? Aug., p. 34

CREDIT
Moments of Truth in Lending, Sep., p. 31

DENTAL HEALTH PROGRAMS
I Protest! And Who Defends the Dentist? May, p. 38

EDUCATION
Dear Juli III: Keeping Up With the Times, May, p. 63

EQUIPMENT
Keep Your Cool This Summer, May, p. 45
Burglary: New Weapons Against an Old Menace, Aug., p. 29

FEES
Management Q & A, Jul., p. 55

HUMAN INTEREST
"So That's How They Hooked Dr. X!" Jan., p. 77
The Double Lives of the Doctors Singer, Mar., p. 65
The Double Life of Dr. Milstein, Jul., p. 31
The Double Life of Dr. Guerin, Sep., p. 41
The Double Life of Dr. Tamuzs, Oct., p. 69
The Dentist Who Called Himself Painless, Dec., p. 78

INCOME AND EXPENSE
Green Light for Your Car Deductions, Feb., p. 65
Tax-Sheltering Your Income: Cattle, May, p. 32
Tax-Sheltering Your Income: Oil, Jun., p. 51
Plan Next Year's Tax Savings Now, Dec., p. 23

INSURANCE
The Wife of Your Life: Is She Worth Insuring? Feb., p. 58
Are You Sure You're Uninsurable? Apr., p. 25
How to Use a Safe Deposit Box, Jun., p. 75
Management Q & A, Jul., p. 55
The Leaky Bucket of Medicaid, Nov., p. 35
The Cheats in Medicaid, Nov., p. 37
The Dentist Who Earned "Too Much," Nov., p. 42
Making Medicaid Work, Nov., p. 52

INVESTMENTS
Opportunities in Commodity Trading, Jan., p. 89
The Wife of Your Life: Is She Worth Insuring? Feb., p. 58
Make a Killing in Commodities? Feb., p. 89
Real Estate: The Right Investment for You? Apr., p. 30
How to Find the Fund for You, Apr., p. 75
The Conglomerates: Right Investment Mix for You? May, p. 72
Better Stop That Stock, Jul., p. 39
Making the Most With Your Money, Aug., p. 71
Try Your Hand at the "New Issues" Game? Sep. p. 36
Tax-Sheltering Your Income: Citrus Groves, Sep., p. 53
What It's Like To Be a Corporation, Dec., p. 26
Charting the Market for Fun and Profit, Dec., p. 69

MEDICAID
The Leaky Bucket of Medicaid, Nov., p. 35
The Cheats in Medicaid, Nov., p. 37
The Dentist Who Earned "Too Much," Nov., p. 42
Making Medicaid Work, Nov., p. 52

OFFICES
Your Office Decor Is You, Mar., p. 19
Keep Your Cool This Summer, May, p. 45
Burglary: New Weapons Against an Old Menace, Aug., p. 29
Floor Coverings I Have Trod, Sep., p. 85

PATIENT RELATIONS

Solutions to Your Toughest Collection Problems, Jan., p. 26
The Games Patients Play, Jan., p. 41
The Problem Child in Your Practice, Mar., p. 26
Dear Juli II: Patient Pleasers That Work, Apr., p. 65
Do Your Vacations Cost Too Much? May, p. 25
Dear Juli III: Keeping Up With the Times, May, p. 63
Management Q & A, Jun., p. 62
Weed And Feed Your Practice, Jun., p. 66
Management Q & A, Jul., p. 55
Your Collection Policy: How Hard to Hammer? Aug., p. 34
Dear Juli VI: How To Tame the Telephone, Aug., p. 45
Management Q & A, Aug., p. 81
Dear Juli VII: How To Beat the Clock, Sep., p. 73
Dear Juli VIII: An Appointment Book That Does, Oct., p. 49
Dear Juli IX: Your Friendly Appointment Book, Nov., p. 65
Dear Juli X: Is There a Record in the House? Dec., p. 59

PERSONNEL RELATIONS

Dear Juli V: You and Your Doctor-Boss, Jul., p. 47

PRACTICE MANAGEMENT

Solutions to Your Toughest Collection Problems, Jan., p. 26
Switch to Double Entry Books? Jan., p. 85
I Protest: To Get Good Help, Pay Good Money, Mar., p. 50
Dear Juli II: Patient Pleasers That Work, Apr., p. 65
Do Your Vacations Cost Too Much? May, p. 25
Dear Juli III: Keeping Up With the Times, May, p. 63
Rx for The Lazy Dentist: A Hard-Working Appointment Book, Jun., p. 28
Dear Juli IV: The Supply Sergeant Is You, Jun., p. 41
Management Q & A, Jun., p. 62
Weed And Feed Your Practice, Jun., p. 66
The Advice Givers: Your Collection Agent, Jul., p. 19
Dear Juli V: You and Your Doctor-Boss, Jul., p. 47
Management Q & A, Jul., p. 55
A Little Help for a Little While, Jul., p. 61
Your Collection Policy: How Hard to Hammer? Aug., p. 34
Dear Juli VI: How To Tame the Telephone, Aug., p. 45
Management Q & A, Aug., p. 81
Moments of Truth in Lending, Sep., p. 31
Dear Juli VII: How To Beat the Clock, Sep., p. 73
Dear Juli VIII: An Appointment Book That Does, Oct., p. 49
Dear Juli IX: Your Friendly Appointment Book, Nov., p. 65
I Protest: The Case Against More Delegation, Nov., p. 77
Why We Never Run Out of Anything, Dec., p. 37
Dear Juli X: Is There a Record in the House? Dec., p. 59

PROFESSIONAL CORPORATIONS

What It's Like To Be a Corporation, Dec., p. 26

PROFESSIONAL RELATIONS

The Insurance That Money Can't Buy, Jun., p. 23
Management Q & A, Jun., p. 62

REAL ESTATE

Real Estate: The Right Investment for You? Apr., p. 30

RECORDS

The Advice Givers: Your Tax Consultant, Jan., p. 21
Switch to Double Entry Books? Jan., p. 85
How to Use a Safe Deposit Box, Jun., p. 75
The Advice Givers: Your Collection Agent, Jul., p. 19
Burglary: New Weapons Against an Old Menace, Aug., p. 29
Your Collection Policy: How Hard to Hammer? Aug., p. 34
Dear Juli IX: An Appointment Book That Does, Oct., p. 49
Dear Juli X: Is There a Record in the House? Dec., p. 59
Why We Never Run Out of Anything, Dec., p. 37

REFERRALS

Management Q & A, Jun., p. 62
Management Q & A, Jul., p. 55
Management Q & A, Aug., p. 81

RETIREMENT

Variable Annuity: Flexible Dollars for Your Retirement, Jan., p. 52
What It Really Means to Retire, Jul., p. 22

STOCKS

Opportunities in Commodity Trading, Jan., p. 89
Make a Killing in Commodities? Feb., p. 89
How to Find the Fund for You, Apr., p. 75
The Conglomerates: Right Investment Mix for You? May, p. 72
How to Use a Safe Deposit Box, Jun., p. 75
Better Stop That Stock, Jul., p. 39
Try Your Hand at the "New Issues" Game? Sep., p. 36
Charting the Market for Fun and Profit, Dec., p. 69

SUPPLIES

Why We Never Run Out of Anything, Dec., p. 37

TAXES

The Advice Givers: Your Tax Consultant, Jan., p. 21
Tax Q & A, Jan., p. 71
"So That's How They Hooked Dr. X!" Jan., p. 77
Switch to Double Entry Books? Jan., p. 85
Is Your Hobby Horse Deductible? Feb., p. 23
Is There A Tiger in Your Tax Return . . . Or a Chicken? Feb., p. 26
Who's Your Dependent Now? Feb., p. 30
Spotlight on Your Schedule C, Feb., p. 37
New Twists in Charitable Deductions, Feb., p. 47
Take the Guesstimate Out of Your Sales Tax Deduction, Feb., p. 53
Green Light for Your Car Deductions, Feb., p. 65
How "Average" is Your Tax Return? Feb., p. 77
Tax Q & A, Mar., p. 73
Tax Q & A, Apr., p. 89
Tax-Sheltering Your Income: Cattle, May, p. 32
Tax-Sheltering Your Income: Oil, Jun., p. 51
Management Q & A, Jun., p. 62
Tax-Sheltering Your Income: Citrus Groves, Sep., p. 53
What It's Like To Be a Corporation, Dec., p. 26
Plan Next Year's Tax Savings Now, Dec., p. 23

WILLS

How to Use a Safe Deposit Box, Jun., p. 75

NUPRO

THE MODERN PROPHY PASTE

IS EASY TO USE

TIME-SAVING SANITARY NON SPLATTER

NUPRO, THE MODERN PROPHY PASTE IN INDIVIDUAL SANITARY UNITS, SPECIALLY FORMULATED FOR FAST REMOVAL OF STAIN AND MAXIMUM EFFICIENCY.

NUPRO IS NOW AVAILABLE WITH PHOSPHATE FLUORIDE AS AN EXCELLENT ADJUNCT TO YOUR HYGIENIC PREVENTIVE PROGRAM. TESTS INDICATE THAT NUPROS TRIPLE CHRYSTALLINE STRUCTURE BREAKS DOWN AND RELEASES THE FLUORIDE IONS AS YOU POLISH. NUPRO IS AVAILABLE IN TWO GRADES: WINE FOR COARSE, AQUA FOR MEDIUM.
ORDER THROUGH YOUR SUPPLY HOUSE

400 UNITS W PHOSPHATE FLUORIDE
$18.00

JANAR CO. INC.
P.O. BOX 1845 GRAND RAPIDS, MICHIGAN

Rx GOLDS = $ + QUALITY!

Founded and directed by the founder of Ceramco, Inc. Former Educational Director of Ceramco. Former Educational Consultant, Williams Gold Refining Co.

5 Reasons More & More Dentists Are Using & Prescribing Rx Golds

1. Rx guarantees compliance with A.D.A. Spec 5 for types I, II, III, & IV casting golds.
2. Rx guarantees money back for unused gold.
3. Rx saves you up to 30% and better on casting golds.
4. Rx guarantees the best quality and service.
5. Rx pays for postage and insurance.

Dedicated to the Profession and Those They Serve

Rx-JENERIC GOLD CO., INC.

P. O. Box 724, Wallingford, Conn. 06492

Please send 1st Class or Air Mail postpaid the following order. My check enclosed. Minimum orders of 1 oz. 1% discount on 5 oz. or more.

*.....oz. Rx A .....$48.00.....
*.....oz. Rx B .....$44.00.....
*.....oz. Rx C .....$44.00.....
*.....oz. Rx IV .....$48.00.....
.....oz. Rx D (economy) .....$38.00.....
.....oz. Rx C.G. (Ceramic for 1800° porcelain) .....$67.00.....
.....oz. Rx Pin Gold .....$48.00.....
.....oz. Rx T.P. 500° Thermo-Plast .....$42.00.....
.....oz. spools 585 Fine for 18K .....$34.00.....
.....oz. spools 650 Fine for 18K .....$37.00.....
Amt. of Remittance.....

*Guaranteed to comply with A.D.A. Spec. #5

Prices subject to change without notice.

COMPARISON CHART FOR GOLDS

Rx-Jeneric	Jelenko	Williams	Ney	Baker
*Rx A Type I	Special Inlay	Harmony Soft	Ney Oro A	Inlay Soft
*Rx B Type II	Modulay	Harmony Med.	Ney Oro A1	Inlay Med.
*Rx C Type III	Firmilay	Harmony Hard	Ney Oro B2	Inlay Hard
*Rx IV Type IV	#7	Harmony X Hard	Ney Oro G3	Chicago IV
Rx D (Economy)	Carmilay	X-L	Ney Oro #6	Unicast
Rx C.G.	Ceramco	Ceramic Gold	SMG	
Rx T.P.		Pyroplast		

Highest Prices for Scrap—In Cash or Rx Golds

Send to: Print

Name .....

Street .....

City ..... State ..... Zip .....

Rx GOLD CO. • JENERIC GOLD CO.® INC.

1260 OLD COLONY ROAD, WALLINGFORD, CONN. 06492 • Tel. 203/237-3736